

# Ex-TD Ameritrade Director Joins Sowell Management

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## **Elyse Smith will serve as managing director of advisor services and business transitions.**

A former TD Ameritrade director has jumped ship as the firm continues its integration with Charles Schwab.

Elyse Smith (pictured), who served as director of advisor services and business transitions at TD, is joining Sowell Management, a Little Rock, Ark.-based RIA with nearly \$3.4bn in assets under management. She will serve as managing director of advisor services and business transitions.

Smith said her job with TDx moved over to Schwab about nine months ago. Since then, she has led an advisor service team helping RIAs move their books of business to Schwab from other custodial platforms.

She said starting a new, high-ranking role at such a large company amid a massive integration campaign was a tough ask in a work-from-home environment.

'There was a lot of change happening there. It's really fast-paced and it just didn't feel like it was the best fit for me in the moment,' she said, pointing out the difficulty of networking and developing contacts without face-to-face meetings.

Smith said she entered talks with Sowell, a firm she had worked with at TD, in December after Amber Krier, formerly a vice president in TD's sales department, joined Sowell as managing director leading the firm's business development team. Krier and Smith both live and work in Fort Worth, Texas.

In her new role, Smith will help independent RIAs join Sowell's outsourced back-office platform and manage ongoing relationships with partner advisors. She'll commute to Sowell's Little Rock headquarters one week a month and will otherwise work from home.

Note: This story has been updated to include a more recent figure for Sowell Management's assets under management.

